

Fig. 1

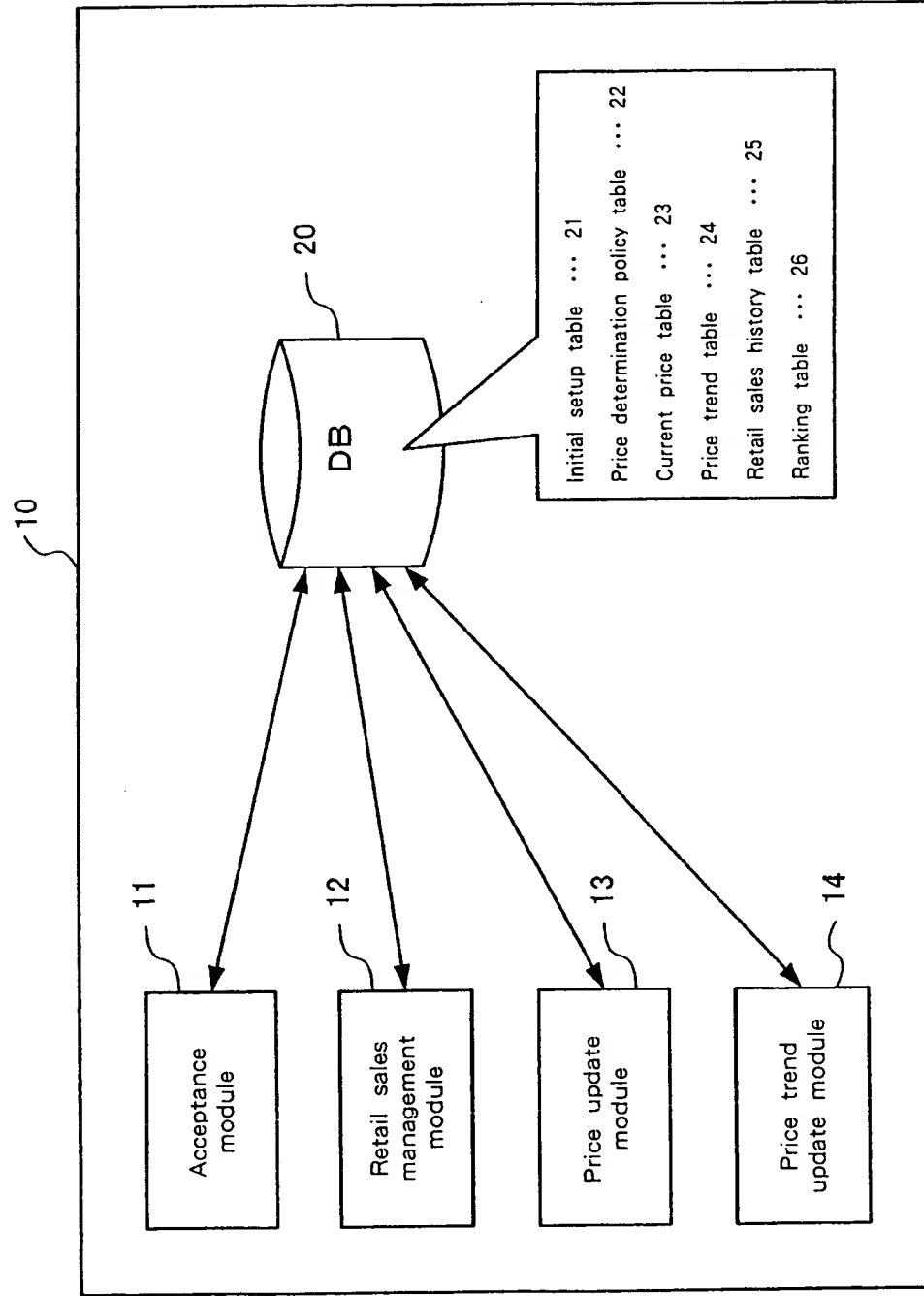


Fig. 2

Initial setup table

Product ID	01	02	...
Dependency element	Retail sales count	Retail sales count ranking	...
Lowest price	2000		...
Highest price	500		...
Monetary unit			...

21

Fig. 3

Price determination policy table

Product ID	01	02	03
Dependency element	Retail sales count	Ranking	Retail sales frequency
Policy	UpCounter_C 20 UpRange_C 10 TimeLimit_C T(00:00) DownRange 10 • Raise a price 10 yen after 20 units are sold • Reduce a price 10 yen when no unit is sold for 120 minutes	RankUp_R 1 RankDown_R 1 UpRange_R 10 DownRange_R 10 • Raise a price 10 yen when a rank is incremented by one • Reduce a price 10 yen when a rank is decremented by one	FreqUp_F 10 UpRange_F 10 FreqDown_F 20 DownRange_F 10 • Raise a price 10 yen when a retail sales frequency is increased by 10 % • Reduce a price 10 yen when a retail sales frequency is reduced by 10 %

22

Fig. 4

Current price table 23

Product ID	01	02	...
Price			...
Monetary unit			...

Fig. 5

Price trend table 24

Product ID	01	02	...
Dependency element	Retail sales count	Retail sales frequency	...
Change condition	Rest_C 5 LastAccess_C T(00:00)	Freq_C 5 Price change time Next_T 12:59PM	...

Fig. 6

Retail sales history table 25

Product ID = 01			Product ID = 02			...
Retail time	Retail price	User ID	Retail time	Retail price	User ID	...
11:03 13:42 :	1000 1000 :					
Total of units sold			Total of units sold			

Fig. 7

Operation of acceptance module 11

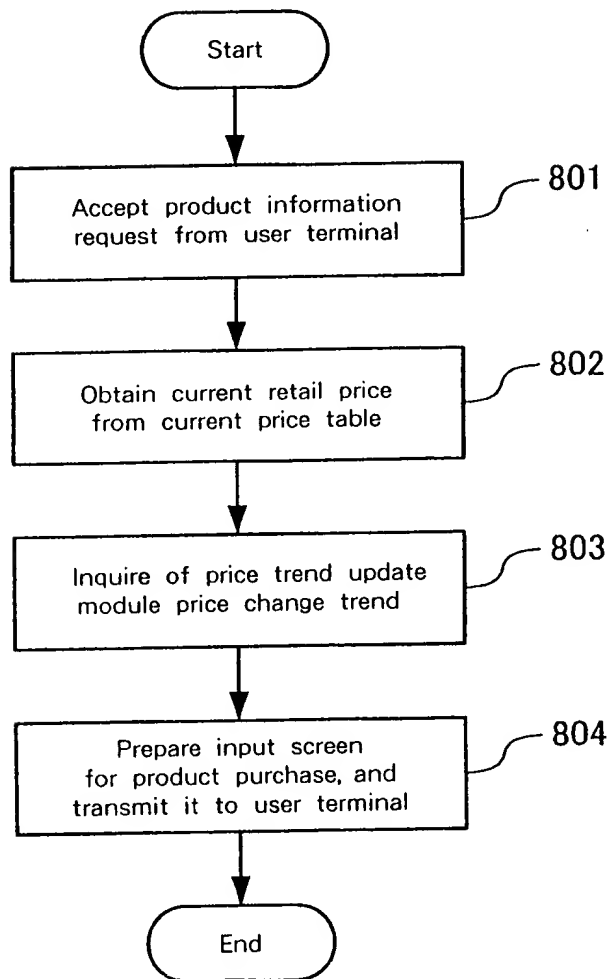


Fig. 8

Operation of retail sales management module 12

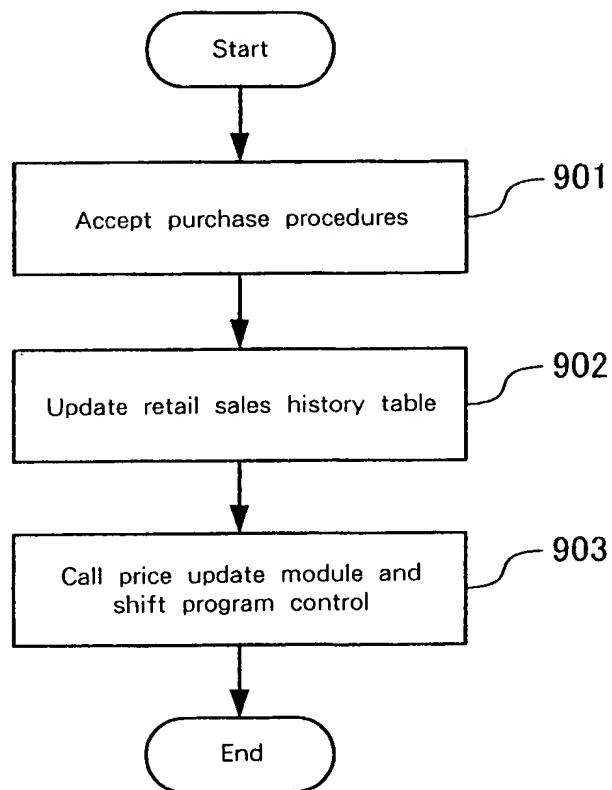


Fig. 9

Operation of price update module 13

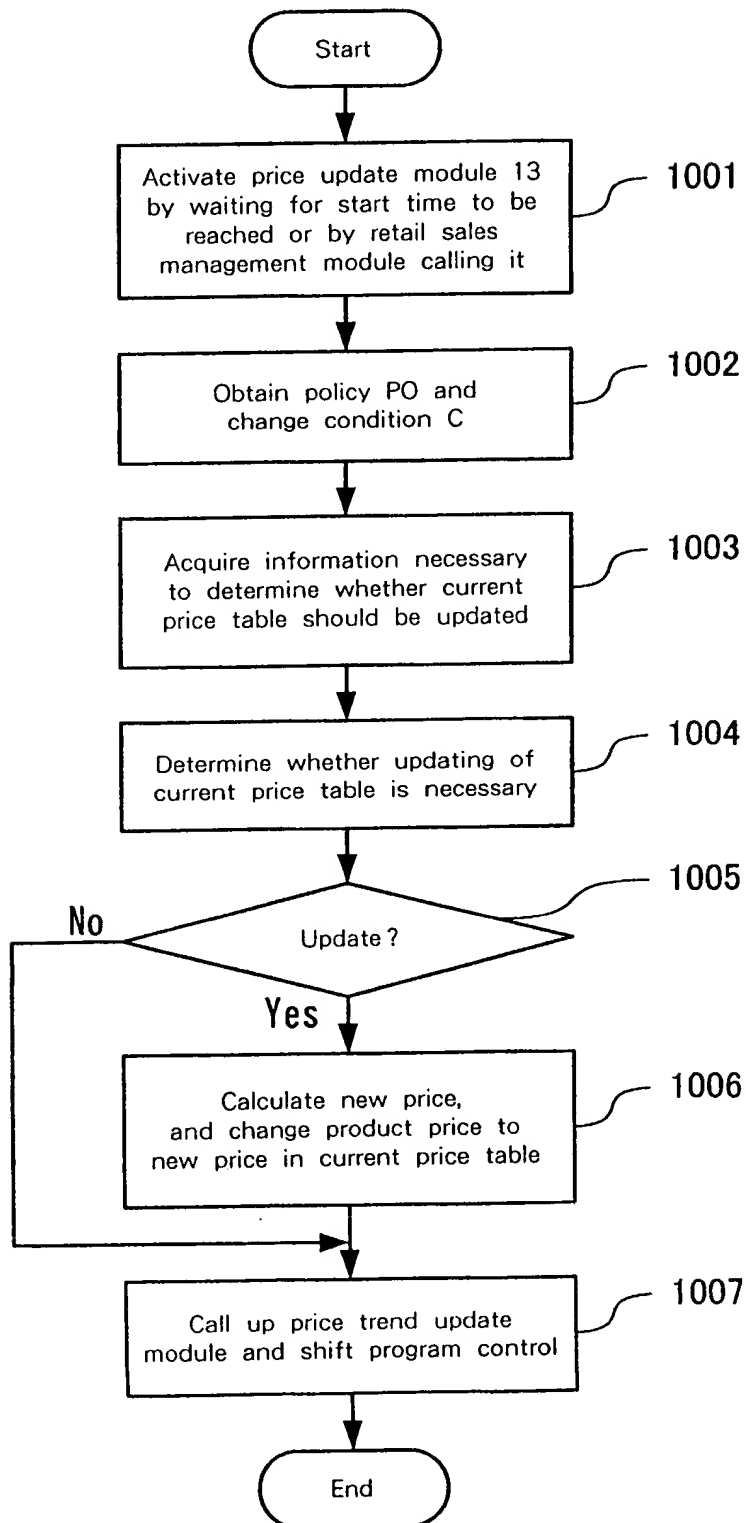


Fig. 10

Operation of price trend update module 14

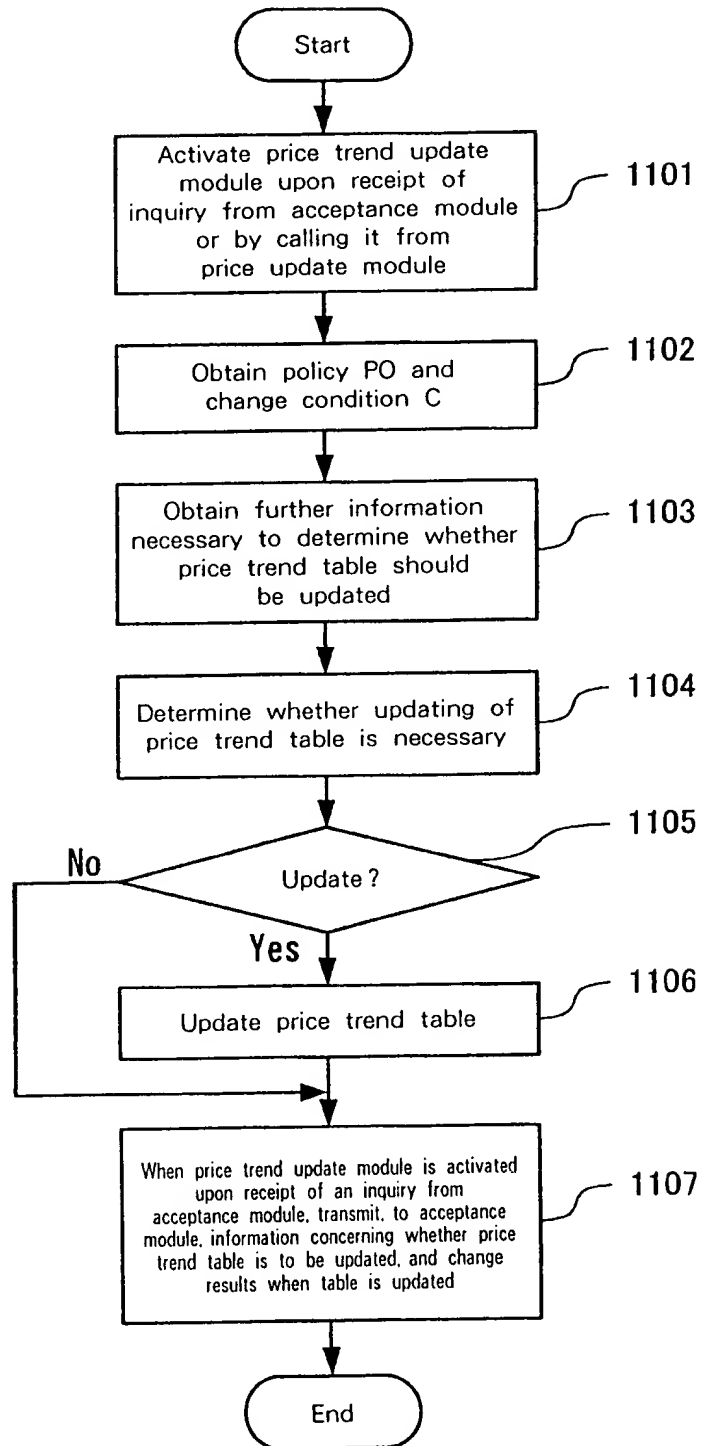


Fig. 11

40

42

Open time : 2000/02/14 10:00AM

Singer A : Musical piece 1	80 yen	2 0
	80 yen	2 0
	80 yen	2 0
Singer B : Musical piece 1	80 yen	2 0
	80 yen	2 0
	80 yen	2 0

41

43

44

Purchase

Price is raised 10 yen
every 20 downloads

Fig. 12

40

42

Open time : 2000/02/14 11:00AM

Singer A : Musical piece 1	80 yen	5
	130 yen	1 0
	100 yen	2 0
Singer B : Musical piece 1	80 yen	1
	150 yen	1 5
	110 yen	7

41

43

44

Purchase

Price is raised 10 yen
every 20 downloads

Fig. 13

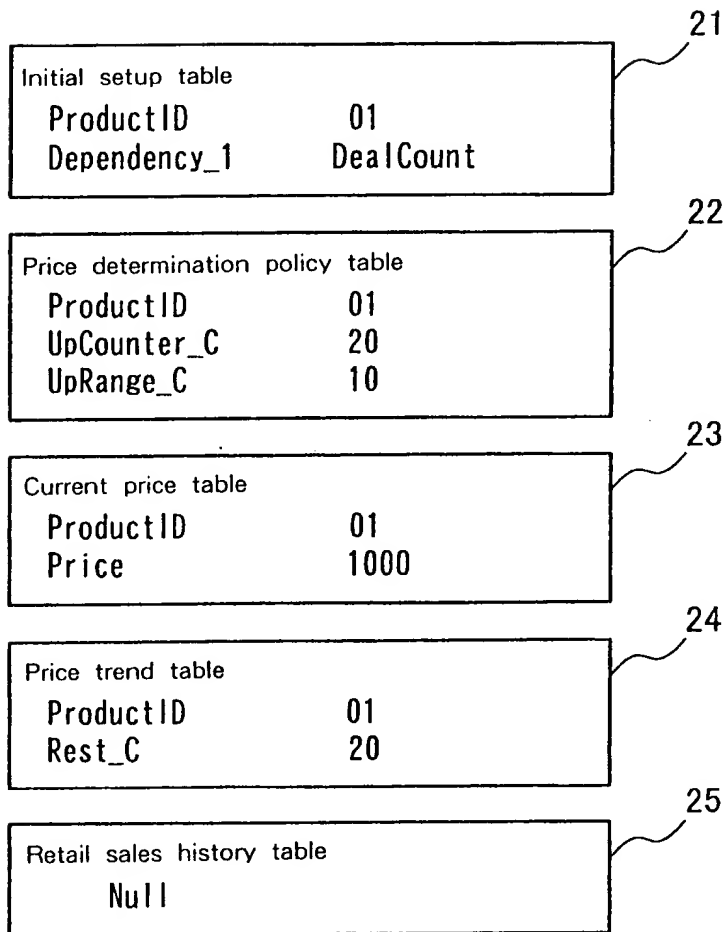


Fig. 14

Retail sales history table		25
ProductID	01	
PurchaseTime	T(11:00)	
PurchasePrice	1000	

Price trend table		24
ProductID	01	
Rest_C	19	

Fig. 15

Retail sales history table		25
ProductID	01	
PurchaseTime	T(11:30)	
PurchasePrice	1000	

Current price table		23
ProductID	01	
Price	1010	

Price trend table		24
ProductID	01	
Rest_C	20	

Fig. 16

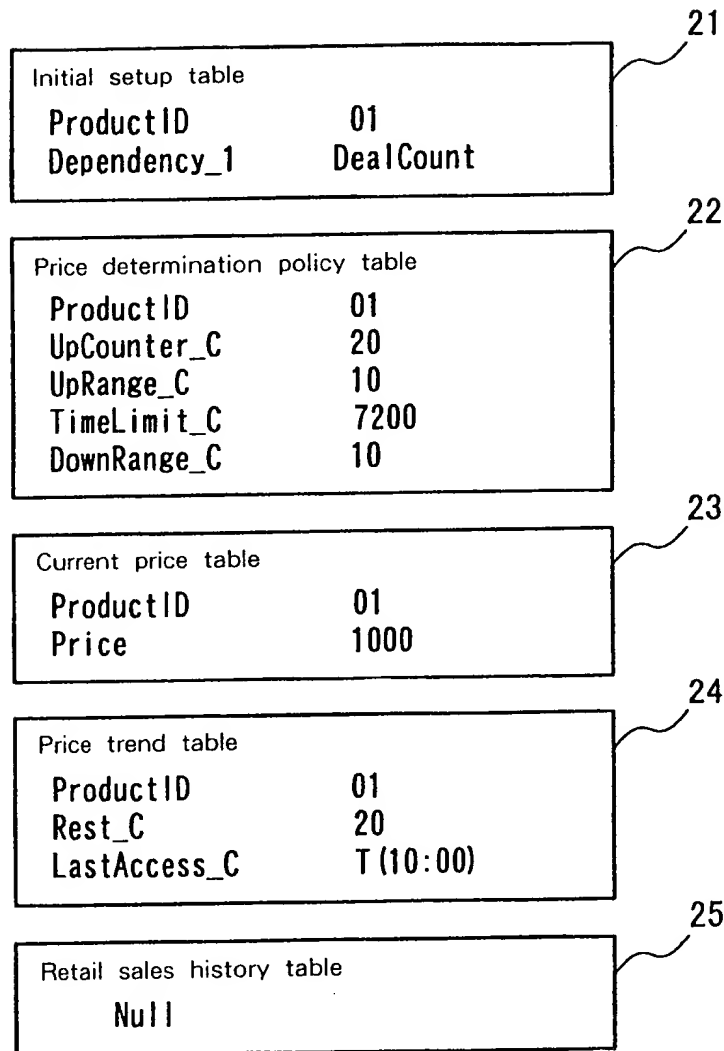


Fig. 17

Retail sales history table		25
ProductID	01	
PurchaseTime	T (11:00)	
PurchasePrice	1000	

Price trend table		24
ProductID	01	
Rest_C	19	
LastAccess_C	T (11:00)	

Fig. 18

Current price table		23
ProductID	01	
Price	990	

Price trend table		24
ProductID	01	
Rest_C	20	
LastAccess_C	T (13:00)	

Fig. 19